

A large, detailed image of the planet Jupiter, showing its characteristic bands of orange, white, and brown, and the Great Red Spot. The planet is centered in the frame, with a dark, starry background.

Marshall Space Flight Center

Customer and Employee Relations Directorate

Products & Services Handbook

<http://caer.msfc.nasa.gov/>

June 2003

Magnificent Detail in a Dusty Spiral Galaxy

In 1995, the majestic spiral galaxy NGC 4414 was imaged by the Hubble Space Telescope as part of the Key Project on the Extragalactic Distance Scale. An international team of astronomers, led by Dr. Wendy Freedman of the Observatories of the Carnegie Institution of Washington, observed this galaxy on 13 different occasions over the course of two months. Images were obtained with Hubble's Wide Field Planetary Camera 2 (WFPC2) through three different color filters.

Based on their discovery and careful brightness measurements of variable stars in NGC 4414, the Key Project astronomers were able to make an accurate determination of the distance to the galaxy. The resulting distance to NGC 4414, 19.1 megaparsecs or about 60 million light-years, along with similarly determined distances to other nearby galaxies, contributes to astronomers' overall knowledge of the rate of expansion of the universe.

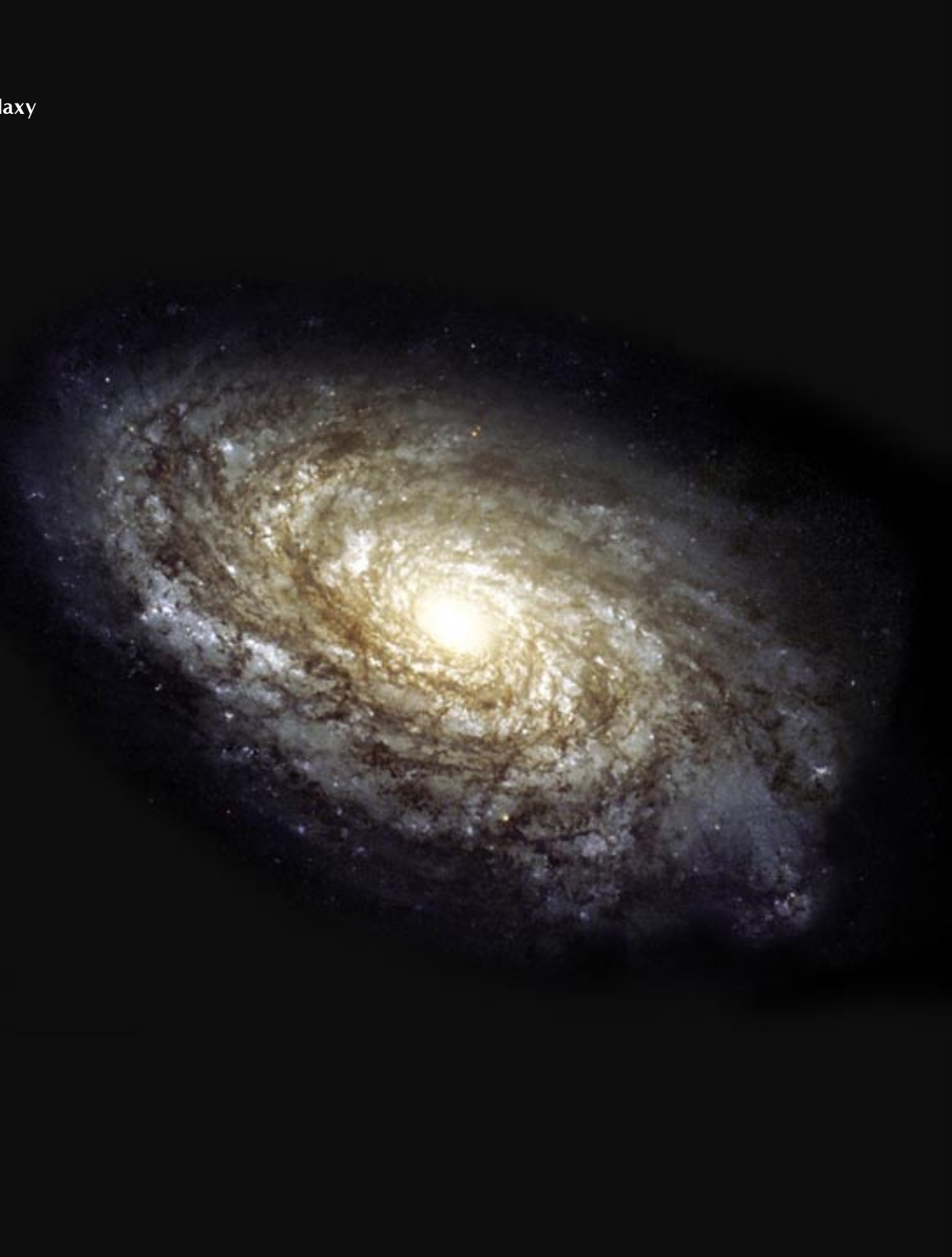


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NASA Mission

To understand and protect our home planet,
To explore the universe and search for life,
To inspire the next generation of explorers
... as only NASA can.

MSFC Mission

To enable, through our values-based culture, the unbounded access to and use of space to benefit humanity.

- We advance the state of, and implement technology in, space transportation systems, space propulsion, microgravity sciences, and space systems.
- We promote scientific discovery and engineering excellence.
- We conceptualize, develop, integrate, and operate space flight and ground systems.
- We continually improve the way MSFC and NASA do business.
- We promote the benefits of the space program.
- We inspire the next generation of explorers.

NASA/MSFC Vision

To improve life here,
To extend life to there,
To find life beyond.

The Marshall Space Flight Center team is committed to these core values. These values serve as the principles that guide our decisions and behaviors.

PEOPLE

- We recognize that the people who work here are most important—and are our greatest strength.
- We create a safe and healthy environment.
- We encourage balance between personal and professional life.
- We enable personal and professional growth.
- We commit ourselves to the highest standards of integrity and ethical behavior.
- We reward and celebrate our accomplishments.
- We recognize individual and cultural differences and treat each other with dignity and respect.

CUSTOMERS

- We are accountable to our customers and are committed to their satisfaction.
- Our customers can depend on us to deliver quality products and services.

EXCELLENCE

- We pursue excellence in our people and in everything we do.
- We promote continual learning and improvement.
- We hold one another accountable for doing what we commit to do.

TEAMWORK

- We are a unified and interdependent team.
- We cooperate, communicate openly and share ideas with each other for the common good.
- We seek and enable partnerships with other NASA Centers, other agencies, academia, industry, and our local and global communities.

INNOVATIONS

- We promote innovation and creativity.
- We seek different ideas and perspectives.
- We are committed to making a significant difference.
- We are willing to accept well-assessed, selected risks in the pursuit of our goals—but never at the expense of safety.





A Message from the Director

Welcome to the Customer and Employee Relations (CaER) Directorate Products & Services Handbook. This handbook is designed to provide important information to our customers about our products and services.

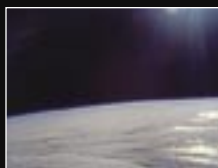
As a service organization, CaER strives not only to meet the needs and expectations of our customers but to exceed them. We are committed to customer satisfaction and continual improvement.

We have implemented a “balanced scorecard” approach to measure our effectiveness and to assist us in aligning our initiatives with our mission, vision, and values. CaER will continue to seek feedback from our customers—both internal and external—to improve the quality of our processes and products and to increase customer satisfaction.

We look forward to establishing and maintaining successful partnerships with you, our customers! We solicit any suggestions that might improve our overall effectiveness and assist in leading us toward becoming a valuable Center resource.

A handwritten signature in cursive script that reads "Tereasa H. Washington". The ink is dark and the signature is fluid.

Tereasa H. Washington
CaER Director



Customer and Employee Relations Directorate

Marshall Space
Flight Center

Products and Services Handbook
June 2003



Who We Are

The Customer and Employee Relations (CaER) Directorate includes those departments with primary responsibility for focusing Center planning, facilitating clear communication, fostering an effective, motivated workforce, and forming partnerships and alliances. Grouping these offices into one organization provides extensive opportunities to seize advantage of the natural synergies among them and to create new synergies—enabling even greater creativity to fulfill the roles of the Directorate.

Our Mission

In order to better serve our customers and to maximize the performance of NASA and Marshall Space Flight Center (MSFC), CaER—in collaboration with our stakeholders and partners—will provide:

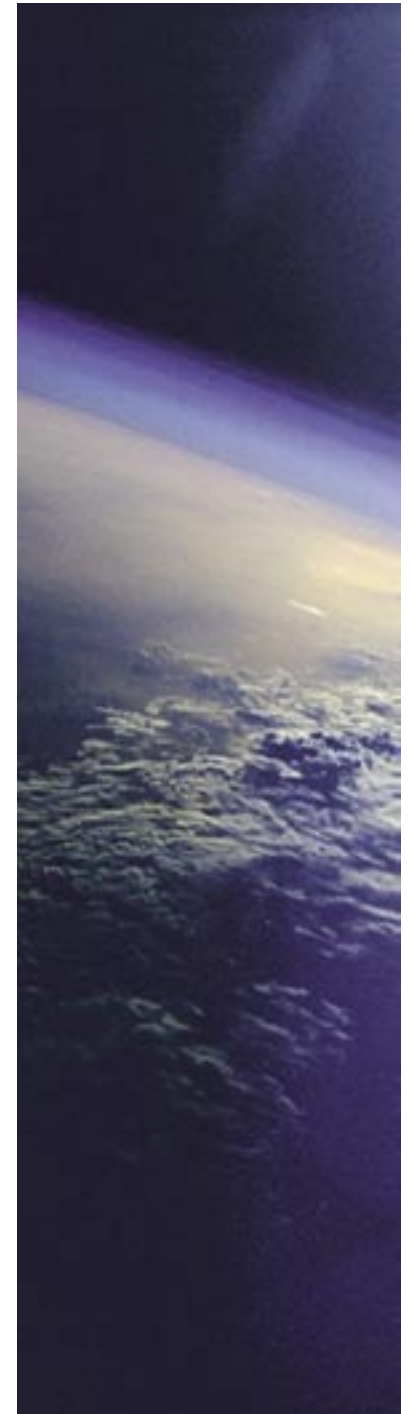
- Coordinated strategic planning.
- Developmental resources.
- Innovative communications.

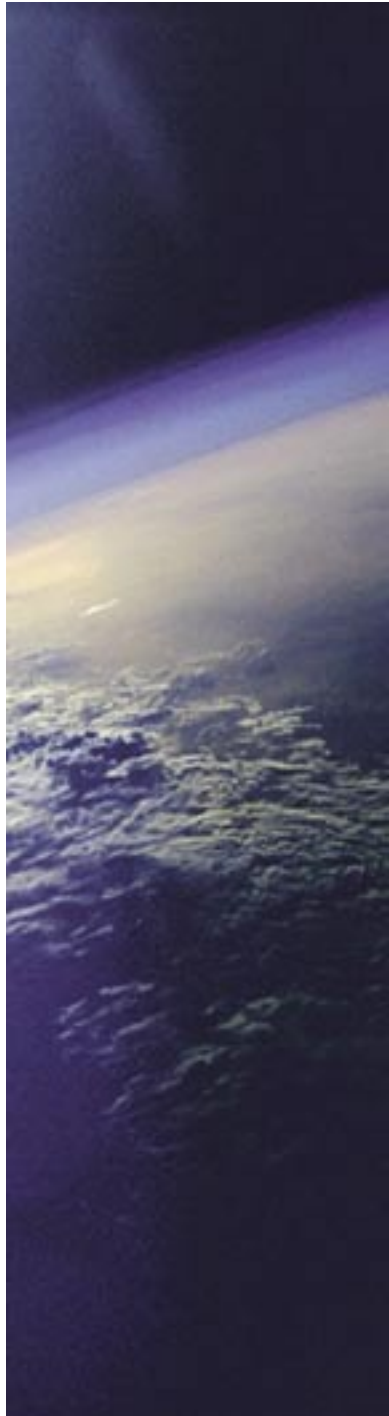
Our Philosophy

CaER is essential to the success of MSFC because we:

- Develop and deliver cohesive, integrated messages.
- Ensure MSFC has the right people, with the right skills, at the right place, at the right time.
- Communicate a unified sense of direction.
- Focus energies to create synergistic partnerships.
- Stimulate public imagination.

The STS-29 Space Shuttle Discovery mission approaches for a landing at Edwards Air Force Base, March 18, 1989.





What We Do

The CaER Directorate comprises a unique mix of departments conducting activities that touch the lives of employees, customers, and stakeholders in many different ways. The combination of these diverse yet related departments into one unified directorate results in a coherent, integrated program of innovation and highly effective outreach and inreach activities.

Our Roles

Focus the Center's Planning Efforts

CaER facilitates and coordinates the MSFC Implementation Plan to carry out NASA's strategies. CaER also provides an effective process to match Center skills with Center requirements, ensuring that the right people are at the right place with the right organizational structure to meet the Center's current and future challenges.

Develop and Communicate Clear, Consistent MSFC Messages

CaER is the central hub for the dissemination of MSFC information, whether it be in the form of a news release of some new discovery, communicating Center activities to employees and to the public, or providing materials and assistance to educational institutions to help teach our findings.

Develop an Effective and Diverse MSFC Team

CaER plays an integral role in ensuring that MSFC has the structure and leadership to meet the Center's mission, goals, and objectives. CaER also ensures that each and every employee at the Center has the right skills and the right job to meet their personal needs, as well as the needs of the organization in which they belong and the overall Center needs. CaER communicates employee benefits and services to employees and rewards them for contributions to Center missions.

Create and Sustain Strategic Partnerships and Alliances

CaER is responsible for creating and maintaining partnerships and alliances that expand technical frontiers for the benefit of MSFC, NASA, and the Nation, facilitating technology deployment by partnering with industry and academia in the commercialization of NASA technology.

CaER is also responsible for providing opportunities for the educational community to participate in the drama of space exploration and to share in the resulting expansion of knowledge. This is done by promoting partnerships that enhance scientific, mathematical, engineering, and technology education for the benefit of NASA and the Nation, leading to development of innovative ways to support traditional and nontraditional learning.

CaER Core Values

People

- We embrace diversity—our greatest strength.
- We treat each other with honesty, respect, and trust.
- We support each other.
- We have fun together.
- We make a difference.

Customers

- We listen to and communicate well with our customers.
- We understand and anticipate the needs of our customers.
- We recognize and appreciate that our customers are our future.
- We do the right thing.

Excellence

- We pursue excellence in everything we do.
- We are accountable for what we commit to do.
- We strive to surpass expectations.
- We promote quality as a way of life.

Continual learning

- We continually explore ways to do things better.
- We reward innovation and thinking outside the box.
- We are creative problem solvers.
- We create a culture that is excited about change.

CaER Customer Creed

- We exceed the expectations of our customers.
- We treat our customers with courtesy and respect.
- We seek feedback regularly from our customers.
- We value the knowledge and experience of our customers.
- We are accessible to our customers.
- We respond promptly to customer requests.
- Three things counts when dealing with customers:
Attitude, Attitude, and Attitude!

CaER Directorate Synergies

Deliberate, complementary relationships exist in CaER, allowing the Center and the Directorate to achieve the greatest return on its resources and investments.

An active focus on NASA strategies and MSFC values and Implementation Plan drives the Directorate's functions. The same organization that helps the Center's top management form and steer long-term strategy is now hiring, training, retraining, and motivating the workforce needed to carry it out. This shortens the Center's response time to changes in the external technological, economical, and political environment.

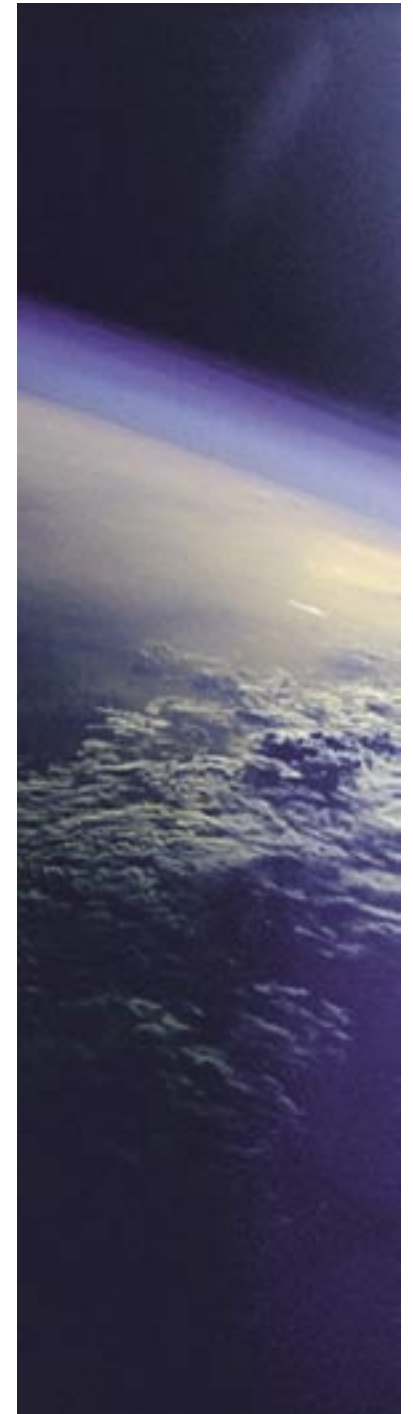
For example, CaER's relationships and accessibility to news media, industry, and trade organizations enable the Center to match our internal skills to the needs of our external customers. In addition, the research aspects of the Education Department's postsecondary and joint venture programs, when combined with the co-op and new hire mixes, can improve the Center's ability to respond quickly to unplanned skills shortages. By nurturing external partnerships and alliances that promote technologies needed by both NASA and its customers, CaER accelerates the acceptance of these technologies, especially for commercial and humanitarian applications.

CaER has the resources and mission to communicate quickly to all employees the reasoning behind new strategies and policies. These same themes and messages determine the programs, audience, selection, products, and services provided to the Center's customers in Government, the community, news media, industry, academia, NASA Headquarters, and other NASA Centers.

This unifies the Center's internal and external messages, reduces misinterpretations, and raises the Center's credibility. By coordinating consistent and accurate messages between Center programs and their various external audiences, MSFC can more effectively raise public awareness, general appreciation, and support of the Center as a local and national resource.

As a principal part of the Center's efforts to remain on the cutting edge, it is vital that MSFC's unique skills remain relevant to current and potential external missions. The synergy between employee, organizational, and technology developments; employee communications; and human resources is a catalyst to better develop the critical skills that the Center needs.

This tightened relationship supports the evolution of a focused workforce and ensures the Center has the appropriate skills



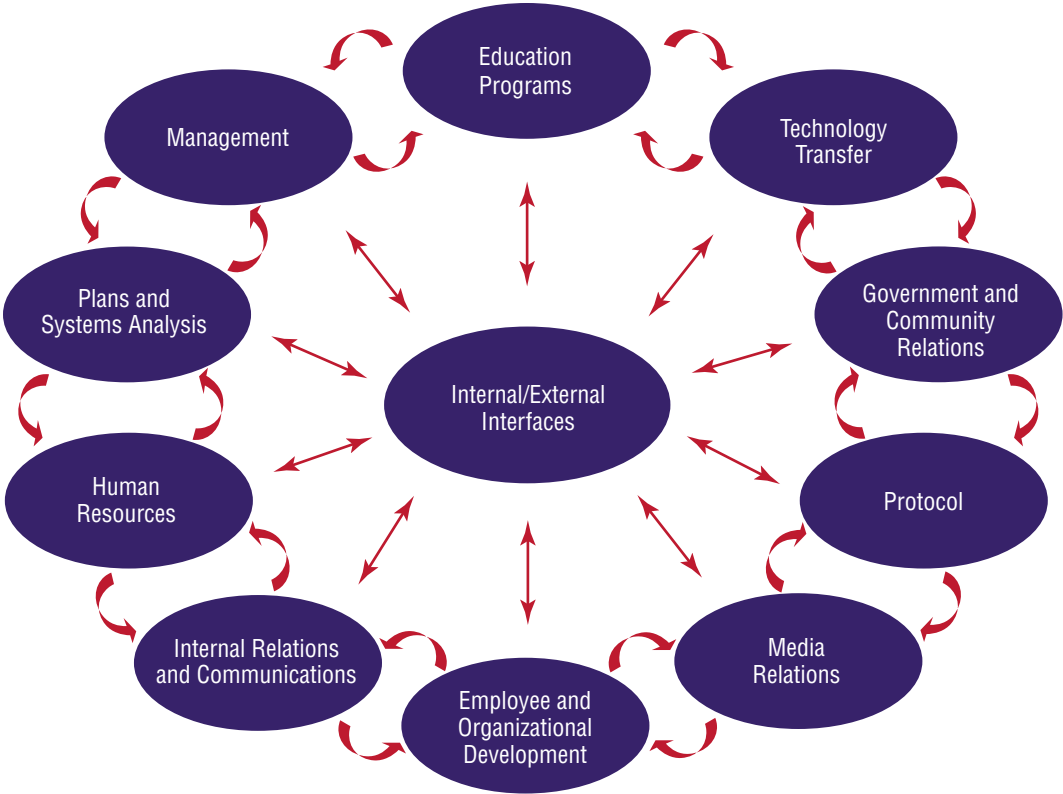


at the appropriate times to meet NASA’s new challenges. In the areas where MSFC has developed expertise, it will take the lead for NASA. CaER’s expertise helps amplify MSFC’s voice in NASA’s day-to-day decisions by providing Agencywide leadership in such areas as employee training, communication and outreach, and managing Center tools like Spacelink, Electronic Meeting System (EMS), and AdminSTAR.

CaER capitalizes on the synergy between the Center’s formal and informal education programs; public information programs—including publications, exhibits, and speakers; Educator Resource Center (ERC) activities; community relations; technology outreach; launch guest operations; and more.

Formal education programs bring to the Center new teaching concepts that can quickly be incorporated into employee and organizational development. Combining university research programs and technology education outreach under one organization adds to the cross-fertilization of ideas.

CaER recognizes that employees are the Center’s best ambassadors. A positive, motivated, highly skilled workforce, knowledgeable of the Center’s historic contributions, current capabilities, and goals, is vital to the future of MSFC.



CaER Organizational Relationships

CaER Goals and Objectives

The CaER Directorate has established specific goals and objectives to enable us to accomplish our mission. We are using metrics to evaluate our progress and performance.

Goals are the broad results that we are committed to achieving. Objectives are the steps we will take to reach those goals. The right goals make CaER more efficient and more effective.

Metrics are measurements of our performance—measurements taken over time that communicate vital information about a process or activity. CaER fiscal year metrics are maintained in the MSFC Fiscal Year Implementation Plan. Metric performance is detailed in the associated MSFC Fiscal Year Annual Report.

Goal:

Facilitate and coordinate the MSFC strategic and implementation planning process.

Objectives:

- Facilitate the creation of the MSFC Implementation Plan; maintain and publish it annually.
- Maintain and publish the MSFC Annual Report for distribution to customers and stakeholders, highlighting the Center's accomplishments and their significance.



Goal :

Develop and communicate—both within and outside the Center—clear, consistent messages that are traceable to the MSFC Implementation Plan.

Objectives:

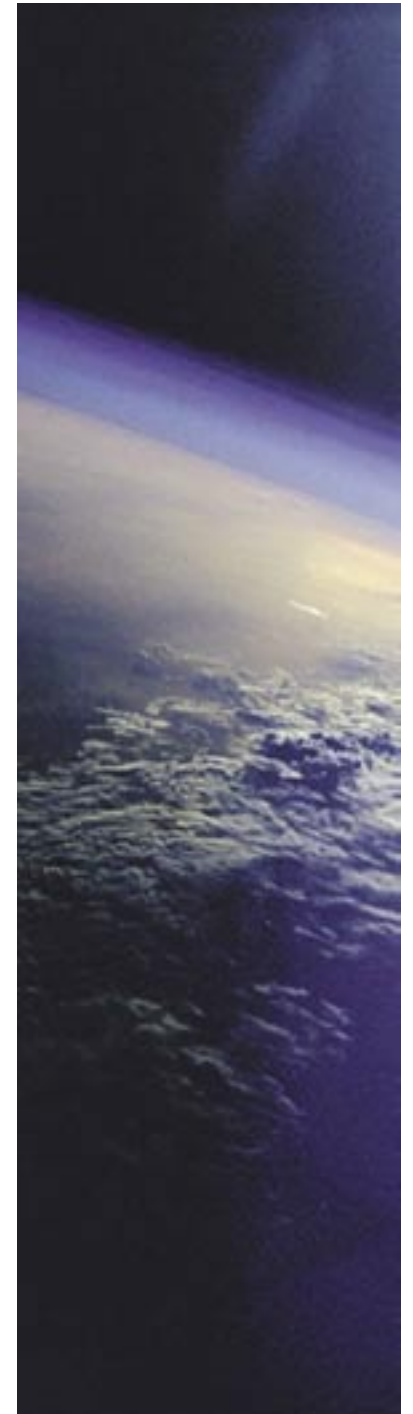
- Present the MSFC Implementation Plan to all Center employees via varied and innovative means.
- Facilitate the development of MSFC core messages that communicate the roles, responsibilities, and missions of the Center.
- Embed the MSFC core messages and values in all CaER products and outreach activities and encourage other Center organizations to do the same.
- Provide MSFC customers and stakeholders with a State of the Center report and present the results and benefits of their investments in the Center.
- Use the excitement of space exploration to inspire the public, partner with industry, and engage academia.
- Involve the educational community in our endeavors to inspire students, create learning opportunities, and enlighten inquisitive minds.

Goal:

Provide tools and methods to enable the MSFC workforce to succeed in a dynamic environment.

Objectives:

- Increase opportunities for rotations in key positions at the Center and NASA Headquarters.
- Develop enhanced training to increase leadership and change management skills by enhancing NASA leadership training.
- Evaluate the Center's awards system and implement enhancements as appropriate.



- Increase employee knowledge and skills by helping them acquire functional and core competencies.
- Increase opportunities for continual learning.
- Increase internal and external partnerships to leverage the resources and talents of our workforce.
- Increase workforce productivity through team building, mentoring, cross-training, retraining, and other innovative means.
- Encourage and enhance communications among MSFC directorates, offices, employees, contractors, and other stakeholders.
- Partner with other Center organizations to increase collaboration or renew beneficial agreements with Government agencies at all levels.
- Provide for and maintain a diverse and capable workforce.

Goal:

Provide quality products and services to our customers.

Objectives:

- Ensure that every department and office has written operating procedures and standards.
- Ensure that each department and office continually seeks customer feedback, conducts customer satisfaction surveys, and uses the results to enhance customer satisfaction.
- Respond to customer requests promptly.
- Ensure that each department and office has annual operating plans including metrics to indicate performance.

Metrics methodologies to be used include quantitative comparisons to baseline data, feedback from customer focus groups, customer and employee survey data, and performance assessment results.

CaER Operating Processes

Customer Focus Groups

The goal of CaER's operating processes is to provide products and services to meet each customer's needs, while balancing that goal with CaER's responsibilities, interests, and resources.

At the core of its operating processes are four Customer Focus Groups:

- 1) Engineering
- 2) Institutional
- 3) Projects
- 4) Science.

Each group comprises the Manager of Internal Relations & Communications and representatives of the appropriate Center organization. Additional CaER representatives are on an ad hoc basis. The purpose of the Customer Focus Groups is to enhance and facilitate communications within CaER and across the Center.

Outreach Strategy Panel

The Directorate will chair an Outreach Strategy Panel consisting of representatives from:

- Equal Opportunity Office
- Flight Projects Directorate
- Global Hydrology Research Department
- Microgravity Research Program Department
- Science Directorate
- Engineering Directorate
- Space Transportation Directorate
- CaER Directorate Departments
-Education Programs

- Government & Community Relations
- Internal Relations & Communications
- Media Relations
- Technology Transfer
- Protocol Office.

The charter of this group is to share information regarding outreach programs and activities, and to formulate strategies for extending education and outreach about MSFC programs to the Center's constituencies. Communication links will be established and maintained with NASA Enterprise Outreach teams.

Communication Roundtables

Communication Roundtables comprise representatives from the following organizations:

- Flight Projects Directorate
- Science Directorate
- Space Transportation Directorate
- Space Shuttle Projects Office
- Engineering Directorate
- CaER Directorate

The purpose of the Communication Roundtables is to develop and deliver to our customers Directorate messages that are consistent with the NASA Strategic Plan creating a better understanding of MSFC and NASA among opinion leaders, stakeholders, government officials, industry, academia, the media, and the public. NASA's image will be enhanced by raising awareness and support for the Agency as a local and national resource, promoting One NASA and developing outreach ambassadors.

Each Roundtable will conduct a meeting that is focused on implementing communication actions consistent with the

strategic direction of the Directorate or office. The roundtable is designed to create a synergistic approach that will meet and exceed the customer's expectations. The meeting schedule will reflect the diverse needs of each Directorate and is determined by the roundtable members.

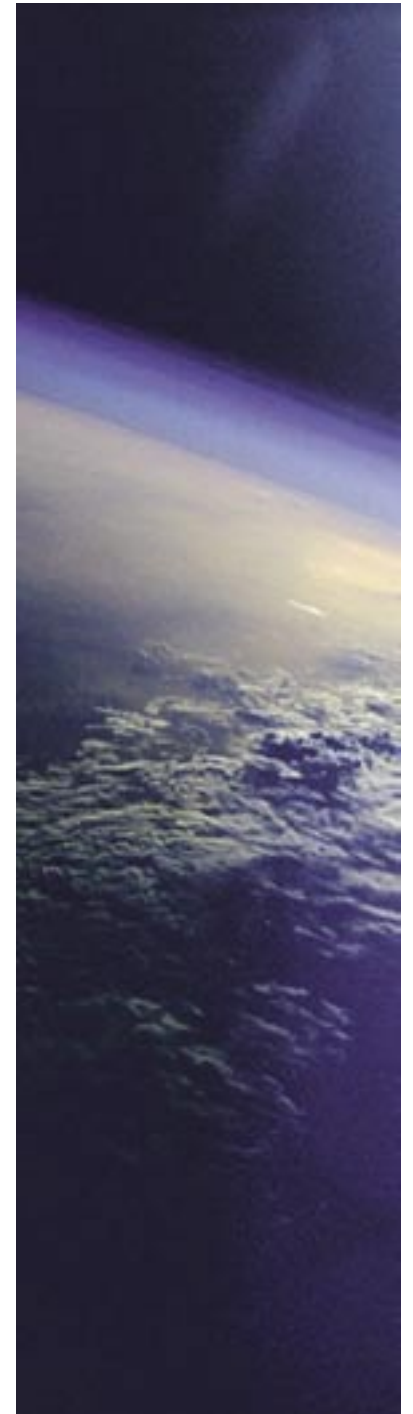
Center Director's Outreach Initiative

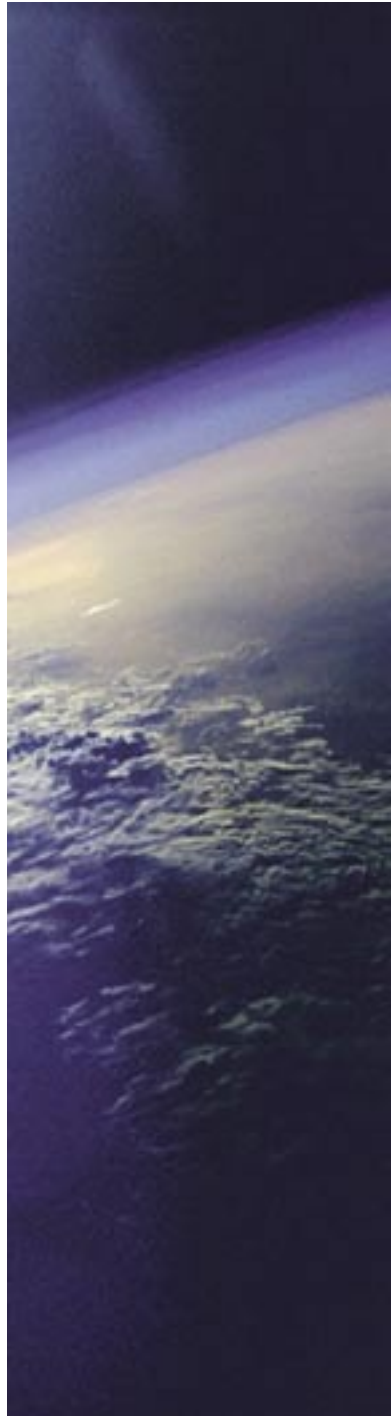
In an effort to maximize the Center Director's effectiveness in advocating MSFC's roles and mission, the CaER Directorate has implemented a Center Director's Strategic Outreach Initiative.

The purpose of the initiative is to provide the Center Director with strategic opportunities to advance MSFC's roles and missions through a mix of activities including speeches, tours, and other public appearances. The strategic component of this initiative will be based on an assessment of the key audiences with which the Center Director should communicate and an assessment of the most advantageous time of year in which to engage a given audience. This strategic approach, based on audience selection and timing, is intended to allow the Center Director maximum benefit and influence from his time invested.

The CaER Director has implemented the initiative by enlisting the Government & Community Relations Department to address logistical details by establishing contact with other Directorates and offices throughout the Center. The Community Outreach Specialist in the Government & Community Relations Department will interface with the CaER Directorate and the Center Director's office to coordinate the process.

In addition, an Outreach Initiative Working Group has been established to meet on a weekly basis to assess opportunities available to the Center Director. The Outreach Initiative





Working Group consists of:

- Director, Customer & Employee Relations Directorate
- Manager, Government & Community Relations
- Manager, Internal Relations & Communications
- Manager, Media Relations
- Communication Specialist for the Center Director
- Executive Support Assistant to the Center Director
- Special Assistant to the Center Director
- Community Outreach Coordinator

To ensure that the initiative accomplishes its stated goals, the Outreach Initiative Working Group will hold quarterly lessons learned sessions to assess the progress and value of the overall initiative. Also, the initial quarterly review will be used to establish metrics for gauging the long-term viability of the initiative.

Response to Customers

CaER operating processes may be triggered by an individual customer request to a CaER entry-level point of contact. The point of contact may choose one of the following options when responding to a customer:

- Answer the request.
- Elevate the action to a multi-department team.
- Request management guidance and attention.
- Refer the matter to another office, with follow-up through closure as appropriate.

Customer satisfaction tools are utilized annually to provide valuable information on CaER services.

Working Group and All-hands Meetings

Weekly meetings of the CaER Working Group are scheduled to discuss significant issues, to provide updates on the status of actions and events, and to formulate strategy. CaER All-hands meetings are held quarterly and include featured speakers, state of CaER reports, and individual awards and recognition.

MSFC Management System: Improving Our Effectiveness

The success of the CaER Directorate depends on continually improving the way we do business. Participating in the ISO 9001 certification process has allowed CaER to identify products and services we provide to our customers and to document our operating procedures.

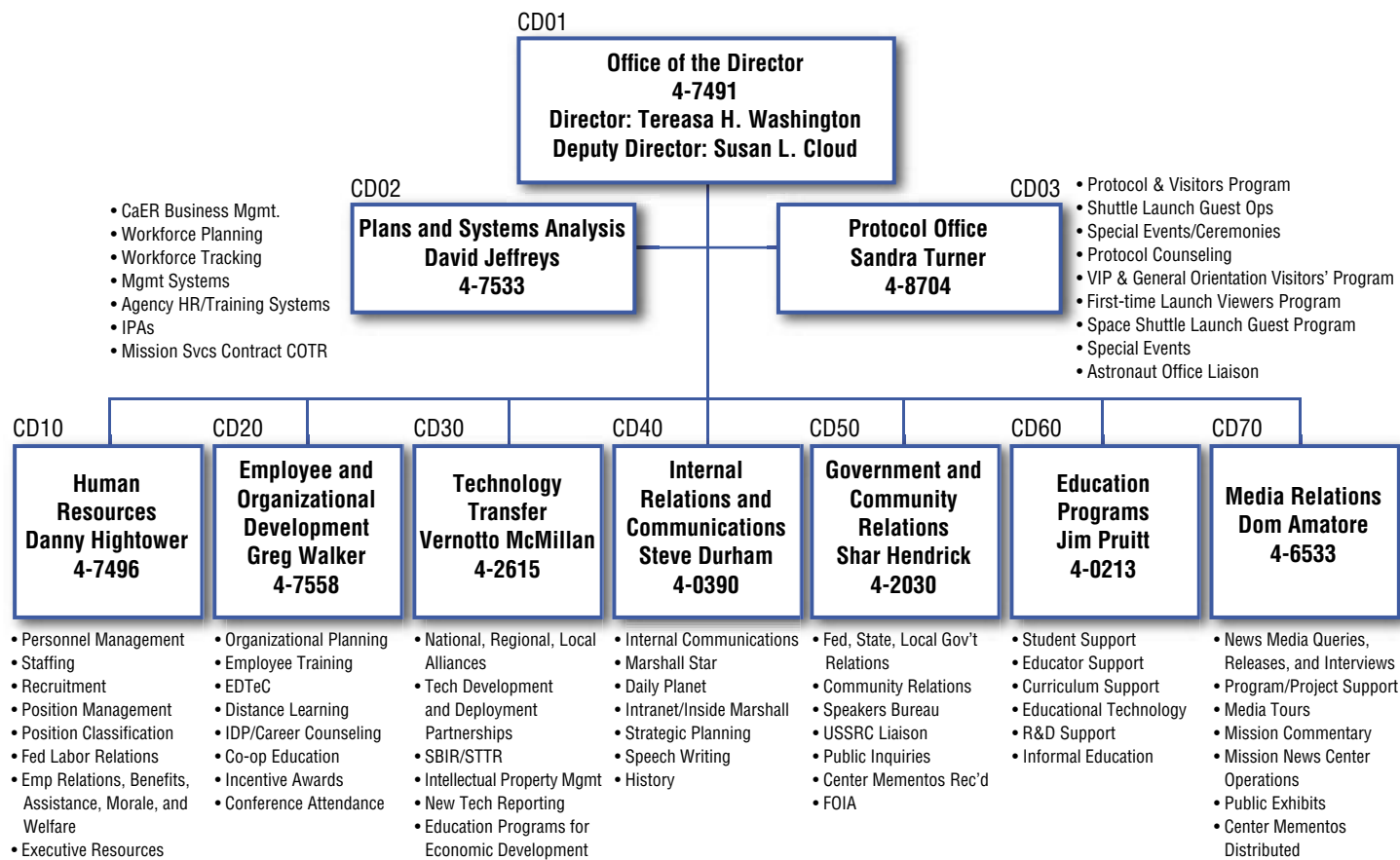
This MSFC Management System (MMS) is an effective tool for collecting customer feedback and ensuring that we assess those comments to further improve upon current practices. MMS is also a powerful and systematic method of conducting self-assessments to ensure our documented processes are current, accurate, effective, and sufficient to serve the needs of our customers.

In addition, CaER is subject to a biannual external audit of our business processes. These assessments lead to the implementation of best practices as our standard way of doing business.

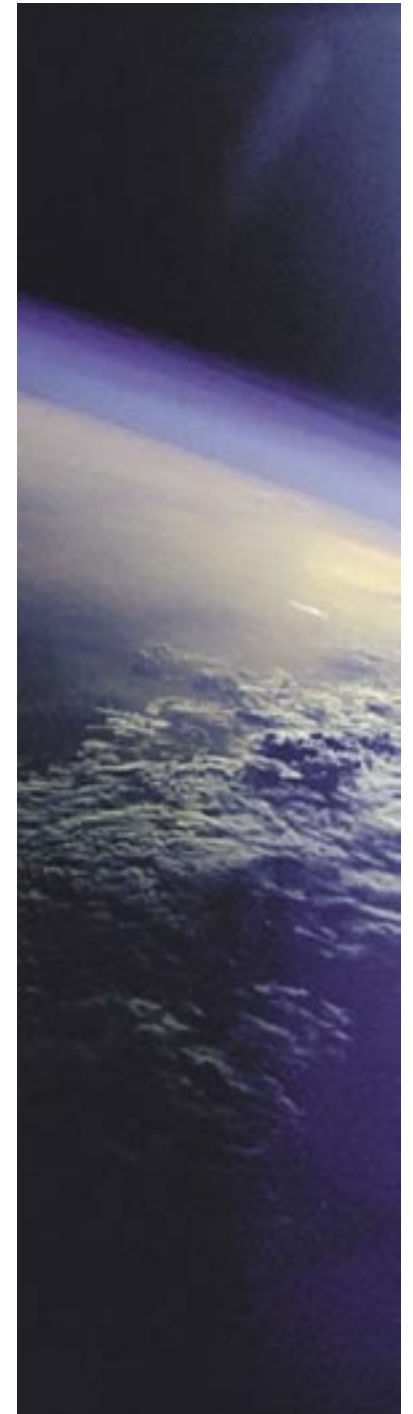
To ensure compliance with ISO standards and the MMS, CaER has formed a CaER Implementation Team for ISO (CITI). The team is chaired by the Deputy Director of CaER, led by a Directorate ISO Coordinator, and consists of one representative from each CaER department.

Every member of the CaER Directorate is responsible for evaluating his/her work processes and for making recommendations for improvement.

CaER Organizational Chart



CaER Continual Improvement Process Model





Office of the Director (CD01)

Tereasa H. Washington, Director

Susan L. Cloud, Deputy Director

Management Advisory Services

Principal advisor to Center management regarding Center communications, outreach (including education, technology transfer, media, and Government and community relations), human resources staffing and development, and facilitation of strategic planning processes.

– Tereasa Washington (4-7491), Susan Cloud (4-5377)



Plans & Systems Analysis Office (CD02)

David Jeffreys, Chief

Agency Human Resources Systems Management

Program Functional Manager—Provide management of the NASA Personnel/Payroll System, AdminSTAR, NASA Online Registration System (NORS), and the Consolidated Agency Personnel/Payroll System ensuring the systems are effective and efficient in meeting the business process needs of the users while satisfying policy and regulatory requirements.

– **Lou Nosenzo (4-7401)**

Functional Representative

Liaison between the Program Functional Manager and NASA-wide representative user community for the corresponding systems assisting in the testing of new releases and resolution of system errors. Responsible for the submission of human resource data to the Office of Personnel Management (OPM) and other Government entities.

– **Carolyn Plank (4-6200)**

NASA Competency Management System (CMS)

Serve as team lead for MSFC's CMS team. Serve as liaison between the MSFC CMS Team, Directorates, and subject matter experts at MSFC and the Agency CMS Team. Responsible for collection of competency data and ensuring that MSFC's interests are captured when coordinating information for Agency deliverables to the Office of Management and Budget (OMB) and OPM. Responsible for conducting CMS pilot and subsequent complete rollout at MSFC.

– **Susan Gentile (4-5902)**

Workforce Analysis and Tracking

Provide historical and projected workforce analysis to Center management to assist in planning the future of MSFC and NASA. The workforce analysis is done by tracking full-time

equivalents for both MSFC and NASA, providing workforce projections to the various budgetary cycles—e.g., Program Operating Plan (POP) Congressional budget calls—providing historical data and projecting future trends in the MSFC workforce.

– **Rachel Stewart (4-5557)**

Promotion Allocation

Administer allocation and tracking of Center promotion point pool each fiscal year. Provide a proposal to CaER management for approval at the beginning of each fiscal year. Track the actual versus allocated and routinely report to management.

– **Susan Gentile (4-5902)**

Ad Hoc Requests

Provide Center management, Center employees, and outside entities with requested personnel-related data and/or reports.

– **Beth Young (4-1412)**

Information Systems Oversight

Ensure the development and coordination of computer and programming requirements for CaER.

– **David Jeffreys (4-7533)**

Information Technology Manager/Organization

Chief Information Officer (OCIO)

Support the Center Chief Information Officer regarding IT analysis and planning. Provide organizational input regarding various IT-related actions.

– **Lou Nosenzo (4-7401)**

Organizational Computer Security Official (OCSO)

Establish management controls to ensure the organization's implementation of IT security is consistent with mission needs and NASA policies and guidance. Collect and report IT security training metrics. Identify systems that require special management attention to the Organizational IT Manager.





Serve as organization's representative to Center IT Security Manager and line managers. Review IT security plans for the organization's systems.

– **Susan Gentile (4-5902)**

CaER Business Office

Oversee the formulation and execution of CaER's Institutional Budget, Research and Program Management budget, and program budgets that support Education Programs and Technology Transfer Programs.

– **David Jeffreys (4-7533)**



Intergovernmental Personnel Act (IPA) Assignments

Temporarily assign personnel between Federal, state, and local governments and eligible nonprofit organizations for the mutual benefit of involved organizations.

– **Laverta McGlathery (4-7560)**



Integrated Financial Management Program (IFMP)

Implementation Support Team (IST)

Serve as a standing group that integrates with and supports all module project teams at the Center during the life of the IFM Program. The MSFC IST will provide change management support—including training, communications, and organizational design—and IT support (including hardware, application, and architecture) to all MSFC IFM Program module project teams.

– **Thom Holden (4-7526)**



Mission Services Contract

Provide contract technical management by assisting in the development of comprehensive work requirements. Define resource needs and management plans with department managers, department/program technical monitors, and procurement and resource managers.

– **Nancy Robinson (4-6524)**

Management Support

Provide administrative support for CaER Directorate including coordinating and tracking travel, overtime, awards allocation, and supply funds; tracking CAITS actions; and serving as Administrative Office for the CaER Directorate.

– **Sheila McDonald (4-6773)**

Safety

Act as liaison for CaER regarding safety information. Responsible for attending: Safety, Health, and Environmental (SHE) Monthly Communications meetings; MSFC Safety and Health Action Team meetings; SHE Safety Coordinator meetings; Energy Efficiency Team meetings; Safety Roundtable discussions; and SHE Committee meetings. Additional duties include coordinating CaER safety walkthroughs, updating safety metrics on the Supervisor Safety Web Page, monitoring the Safety Concerns Reporting System, and identifying SHE Program Improvement Targets.

– **Beth Young (4-1412)**

Protocol Department (CD03)

Sandra Turner, Manager

Protocol Counseling

Provide advice on all matters of protocol to Center management. Adhere to correct etiquette and precedence in arranging VIP visits and events, ensuring every visitor is provided with the appropriate courtesies.

– **Sandra Turner (4-8704)**

Center Visitors' Program

Manage the VIP and General Orientation Visitors' program, including international visitors. VIP visitors include heads of state, Cabinet members, congressional members, CEOs and presidents of industry, and heads of space agencies and other Government agencies.

– **Ola Metcalfe (4-7093)**

Space Shuttle Crew Postflight Visits

Plan, coordinate, and execute crew postflight visits to the Center, incorporating the Agency education initiative by inviting students and teachers from various areas as well as U.S. Space Camp® attendees.

– **Ola Metcalfe (4-7093)**

Space Shuttle Launch Guest Program

Manage the Center Director's Space Shuttle Launch Guest Program. Duties include compiling invitation lists; issuing launch invitations; arranging tours, briefings, and receptions at Kennedy Space Center (KSC); and escorting invited VIP guests to view the launch.

– **Judy Green (4-8849)**

First-time Launch Viewers Program

Manage the First-time Launch Viewers Program designed for employees who have never viewed a Shuttle launch.

Employees register for the program online, and viewers are randomly selected.

– **Judy Green (4-8849)**

Special Events

Provide protocol support to all official Center events. Plan, coordinate, and execute farewell/retirement events for those answering directly to the Center Director. Manage/support ceremonial events sponsored by the Center and its organizations—e.g., ribbon-cuttings, ground breakings, etc.

– **Ola Metcalfe (4-7093)**

Astronaut Office Liaison

Serve as liaison between MSFC and the Astronaut Office at Johnson Space Center in coordinating astronaut visits supporting MSFC activities.

– **Sandra Turner (4-8704)**





Human Resources Department (CD10)

Danny Hightower, Manager

Management Advisory Services

Plan, manage, and direct a comprehensive human resources program that maintains a qualified, motivated, and diverse workforce that supports the accomplishment of the Center's mission. Advise Center management on appropriate human capital strategies to support the accomplishment of the Center's mission. Serve as the Human Resources Representative on the Center's F2M Team and lead the Center's Strategic Human Capital Plan Team.

– **Danny Hightower (4-7496)**



Human Resources Regulatory/Policy Reviews

Interpret, evaluate impact, and coordinate implementation of new or revised human resources (HR) statutes, regulations, policies, or procedures for the Center.

– **All HR Specialists**



Performance Management Program

Provide consultative services to supervisors in implementing and maintaining a performance management system that enhances communications and improves organizational performance in support of the mission, goals, and strategic plan of the Center and NASA.

– **All HR Specialists**

Executive Resources Program

Recruit and maintain a world-class caliber of executive managers, such as the Senior Executive Service, NASA Excepted, and other senior-level appointees.

– **Diedra Williams (4-5721)**



Organization Chart/Charter Program

Provide consultative services in developing appropriate organizational structures that fully support the roles and missions

of the Center and charters that clearly and concisely describe the functions of those organizations.

– **Diedra Williams (4-5721)**

Federal Labor Relations Program

Provide advice and guidance to supervisors and managers regarding their responsibilities under the MSFC collective bargaining agreements and labor relations statutes. Partner with the MSFC labor organizations and resolve issues that affect working conditions.

– **Kevin Plank (4-0157)**

Drug-free Workplace Program

Administer a federally mandated drug prevention program to ensure a workplace free of illegal drugs and eliminate any illegal drug use by MSFC employees.

– **Kevin Plank (4-0157)**

Employee Relations Program

Provide consultative services in the full range of employee relations. This includes, but is not limited to, leave administration—e.g., annual leave, sick leave, voluntary leave transfer program, family friendly leave, family and medical leave, leave without pay, administrative leave, military leave, court leave, etc.; work schedules; Flexiplace Program; discipline; adverse actions; and outplacement.

– **Dana Blaine (4-7514)**

Retirement Program

Provide consultative services in all retirement-related issues. This includes, but is not limited to, estimating annuities, completing required applications, determining service credit, acquiring deposit and redeposit information, and offering preretirement seminars.

– **Edwina Bressette (4-8115)**

Staffing and Recruiting Program

Provide consultative services for both internal and external staffing issues. This includes, but is not limited to, administering the Competitive Placement Plan, effecting noncompetitive placement actions, College Recruiting Program, participation in career days/seminars/workshops, and handling special employment categories/programs—e.g., DOD-NASA exchange program, consultants/experts, outstanding scholar program, etc.
– **Jim Bramblett (4-3398)**

Position Management/Classification Program

Provide consultative services in the areas of position management and classification. This includes, but is not limited to, determining appropriate organization structures that fully support the roles and mission of the Center consistent with position management requirements; classifying positions—i.e., determining proper title/grades of positions; performing job audits, and handling classification appeals.
– **Rita Evans-McCoy (4-7507)**

Employee Benefits Program

Provide consultative services on the full range of employee benefits. This includes, but is not limited to, Federal Employee Health Benefits Program, Thrift Savings Plan, and NASA Employee Benefits Plan.
– **Debbie Allen (4-7536)**

Employee Assistance Program

Provide confidential, professional counseling services to Center employees and their immediate families regarding work and personal issues, which may increase stress and detract from peak performance. Administer Center's Lunch and Learn Program.
– **Dr. Bruce Mather (4-7549)**

Other Special Programs

Administer other special programs such as the MSFC Blood Drive, U.S. Savings Bond Drive, etc.
– **Edwina Bressette (4-8115)**

NASA STARS

Provide functional Systems Administrator expertise, advice, and guidance for the Agency on the NASA automated Staffing and Recruiting System (NASA STARS). Provide administrative oversight, advice, and guidance to the Resume Operations Center that supports NASA STARS.
– **Susan Cotter (4-0483)**





Employee & Organizational Development (CD20) Manager (Vacant)

Organizational Development (OD)

Knowledge and development of assigned organizations goals and responsibilities are provided by business process consulting, OD consulting, OD Services Assessment guide, and offsite meetings/residential retreat capability.

– *All EODD OD Specialists*



MSFC Roadmap for Leadership Development, Cultural Change, and Continuous Improvement

Support the Center's senior leaders with a "roadmap" that outlines their vision and set of strategies for transforming the Center into a more effective learning organization over the next several years. The heart of the Roadmap is the Center's new Leadership Development Program (LDP) which is designed to be a catalyst for uniting a critical mass of people who are passionately committed to the Center's core values and who share a vision for continual learning and improvement. Support senior leaders and managers with the development and deployment of the LDP and with implementation of systemic change initiatives that originate from it.

– *All EODD OD Specialists*



Training & Development Opportunities

Provide direction to Center organizations in the development of programs needed for increasing fundamental employee knowledge and skills by facilitating the acquisition of the five MSFC core competences: communication, teamwork, customer service, problem-solving, and strategic vision. These competencies will become part of the Individual Development Plan.

– *All EODD Specialists*

Individual Development Plan (IDP)

A mechanism for supervisors and employees to mutually agree on developmental activities expanding an individual's capabilities to fulfill the organization's mission.

– *All EODD Specialists*

Mentoring Process

Deliberately pairing one or more skilled or experienced person(s) with a lesser one, with the mutual goals of having the lesser skilled person grow and develop in competency, work experience, and knowledge of the organization.

– *Ela Washington (4-1164)*

Full-Time Study

University/college study at the graduate level in a discipline that will develop the capabilities of the employee and fulfill the needs of the related job.

– *Ronald McDonald (4-8315)*

Leadership Development

Develop leaders and managers with skills to effectively mentor and coach employees and manage change in diverse and dynamic organizations. The curriculum is aligned with NASA requirements and NASA/industry trends for developing leaders. The course includes Agency Executive and Management Programs, NASA Professional Development Program, NASA Fellowships, IPM Programs of the Management Development Centers, OPM Federal Executive Institute, Brookings Institution, Alabama A&M University Executive Development Program, Supervisory Training Modules, and MSFC-specific developmental learning experiences.

– *Vanessa Suggs (4-7527)*

Academic Studies

Special university/college study required to enhance capabilities and knowledge related to the job.

– **Ronald McDonald (4-8315)**

Administrative Development Program

This program is planned for the various stages of development and growth in the clerical and administrative areas.

– **Chrissa Hall (4-5468)**

Cooperative (Co-op) Education Program

Provides study-related work experience for students pursuing associate, baccalaureate, and graduate curricula in fields useful to NASA's program, and the work experience is prerequisite for the degree.

– **Chrissa Hall (4-5468)**

Professional Intern Program (PIP)

A structured developmental training program for recently appointed college graduates and employees moving into entry-level or intermediate-level professional occupations.

– **Janie Moyers (4-7552)**

Conference Attendance

Preplanned meetings or conferences on specific programs/subjects where employees present papers or participate in an area of their expertise.

– **All EODD Specialists**

AdminSTAR

Computer-based management tool that allows employees to create/monitor IDPs based on job/skill set. An easy-to-use communication link between employee and supervisor that can be used to view courses, schedules, enrollments, and training history. Enrollment can be requested in both classroom and/or multimedia training programs.

– **Tina Smith (4-7834)**

Computer Training & Support

Training courses and support are offered for all Center employees in state-of-the-art computer training facilities.

– **All EODD Technical Consultants**

Self-Study Learning Center

A state-of-the-art learning facility that utilizes multimedia equipment and courseware to offer self-paced learning for all employees in engineering, professional and personal development, foreign languages, and computer applications.

– **Denise McCaul (4-6505)**

Picture-Tel

A self-contained audio/video system with links to multiple sites that can be used for video conferences and training.

– **Vanessa Suggs (4-7527)**

Electronic Meeting System (EMS)

A combination of PC technology and facilitated meeting techniques that helps teams work together to reach consensus, prioritize ideas, and resolve conflict. The EMS provides improvement in efficiency of meetings and group planning sessions, saving costs and time.

– **Bill Brewster (4-4220)**

Employee & Organizational Development Department (EODD) Web site

Keeps employees informed of EODD services and helps employees understand how each employee fits into the Center role.

– **Bill Brewster (4-4220)**

Safety Training

Provides an effective safety management training program, which identifies steps to safety performance and prevents/minimizes high-potential process incidents and equipment damage.

– **Pat Schultz (4-7559)**





ISO-9000 Training

EODD is the primary organization responsible for MPG 3410.1. This procedure provides for the establishment of training programs for performing services that directly affect quality, maintenance of training records, and retention of employee training histories.

– **Pat Schultz (4-7559)**



Comprehensive Incentive Awards/Suggestions Program

Recognizes individuals and groups that have performed above the standard of duty required and encourages performance improvement. Suggestion awards are given for technical and nontechnical ideas and recommendations submitted by employees regarding their specific work areas.

– **Paulette Davy (4-5656)**



Marshall Beginnings

Comprehensive multiday new employee orientations to be conducted quarterly to introduce new employees to the Center, its leaders, activities, values, facilities, and services.

– **Chrissa Hall (4-5468)**

IT Security Training Program

Several laws and regulations have been enacted to provide for the protection of Government information. The Center's IT Security Training Program provides protection of Government information. The Center's IT Security Training Program provides a comprehensive training approach to address the training and education needed by the IT technical workforces, as well as other MSFC employees.

– **Laura Groce (4-9154)**

NASA Engineering Training (NET)

In addition to the delivery of requested engineering training, EODD works with the Agency to provide the NET that consists of courses on system requirements, design, manufacturing, enterprise, and software acquisition and processes designed

to enhance the business and technical management skills of the course participants. Exposure to a NASA style of project management is one of the objectives of this training.

– **Georgeann Freeman (4-6525)**

Program & Project Management Development

Provide total team and individual developmental activities and tools for developing and maintaining world-class practitioners of project management in advance of NASA's requirements. This area includes the NASA Academy of Program and Project Leadership training curriculum, Project Management Development Process, intact project team support, project management tools and technologies, and project management research.

– **Georgeann Freeman (4-6525)**

NASA Contract Intern Program (NCIP)

This program is designed to provide a structured training program including formal education, diverse rotational assignments, and extensive on-the-job training in a contract environment at a NASA Center. Students selected will be hired initially by NASA Headquarters and assigned to one of the nine NASA Centers.

– **Chrissa Hall (4-5468)**

Marshall At A Glance

One-hour orientation to be conducted biweekly to introduce new employees to the Center and provide them with a comprehensive package of information about MSFC and civil service employment.

– **Chrissa Hall (4-5468)**

New Employee Advocate Program

A coach/mentor program for new hires, with each organization having a pool of trained advocates available to welcome and provide guidance and information to new employees to help them make a smooth transition into the workplace.

– **Chrissa Hall (4-5468)**

Technology Transfer Department (CD30)

Vernotto McMillan, Manager

“The technologies we need to reach the stars are the engines to drive America’s future.”

Center Director’s Discretionary Fund (CDDF)

The Center Director’s Discretionary Fund (CDDF) encourages technical innovation and cutting-edge research by funding well-defined, emerging technology development at MSFC. This program is managed by MSFC’s Technology Transfer Department and is strategically designed to support MSFC product line technology needs by funding innovative research and hands-on development. The funding allows MSFC researchers the opportunity to investigate and bring to fruition high-risk, high-payoff research and development efforts relevant to MSFC’s roles and central to NASA’s mission. The projects are performed largely inhouse involving outside groups or contractors only to the extent necessary. Calls for CDDF are made on an annual basis.

– **Fred Schramm (4-0823)**

Technology Inventory

The NASA Technology Inventory Database, directed by NASA’s Chief Technologist, captures all NASA technology investments for each fiscal year. Technology Transfer is responsible for facilitating MSFC input, which includes data from each directorate—e.g., nature of work, funding source/amount, how the technology relates to NASA goals, and future planning.

– **Al Jordan (4-6532)**

Program/Project Commercialization Planning

Provide a resource for MSFC technical Directorates to assist in the development of a strategic plan for infusing NASA-developed technologies into industry per NPG-7120.5. With their experience, insight, and access to external resources, Technology

Transfer personnel can offer guidance on this process to MSFC program/project managers.

– **All Project Leads**

Intellectual Property Management

Partnering with the Research Triangle Institute and the Center’s Patent Counsel, Technology Transfer works with inventors throughout the disclosure and patenting process to ensure that intellectual property is not inadvertently disclosed. Untimely disclosures can result in a loss of rights to the technology. The pursuit of patent protection of intellectual property is based on commercial viability of a technology, identification of primary target markets, evaluation of the industry value of a technology, and industry briefing outcomes. Data gathered from these assessments factor into license negotiations and resulting royalty streams for the Center and its inventors.

– **All Project Leads**

New Technology Reporting (NTR)

Responsible for implementing programs that facilitate and monitor the capture of technological assets—including software—resulting from innovations developed by NASA employees or under NASA funding agreements. Monetary rewards to inventors are one incentive for reporting, as well as commercialization assessment, compliance with Export Control, and proper coordination with the Center’s Patent Council. Sharing this leading-edge technology through various modes—e.g., Web sites and NASA Tech Briefs—is another important goal of the program.

– **Susan Whitfield (4-1933)**

Commercialization Assistance Team (CAT)

This team, composed of Technology Transfer personnel, the MSFC Patent Counsel, and Research Triangle Institute, focuses on patenting and licensing of MSFC-owned technologies, including software. A key part of this role is getting involved





with MSFC project managers and innovators as early as possible to accelerate the technology commercialization process.

Technology opportunity announcements distributed to the business community and targeted industry briefings are examples of tools employed by this team to help reach its commercialization objectives.

– *Sammy Nabors (4-5226)*

Software Release Authority

Included as part of MSFC's technology inventory are software products, made available through licensing arrangements or software usage agreements, coordinated directly through the Center's Software Release Authority.

– *Caroline Wang (4-3887)*



Technology Investment Projects (TIPs)

Provide support for in-house new and emerging technologies as part of Center's Independent Research and Development initiative. High commercial potential is a key selection criterion. The program works hand-in-hand with the Center's patenting and technology commercialization efforts to maximize opportunities for the commercial success of MSFC-developed inventions.

– *Susan Whitfield (4-1933)*

Technology Partnerships

Facilitate novel solutions for filling NASA's technology needs, while supplying NASA ingenuity in ways that help America grow through partnership opportunities with industry, small business, academia, and other Government entities. Technology Transfer is the Center's one-stop shopping point for any partnership facilitation and/or coordination with entities external to the Center—reimbursable or nonreimbursable Space Act Agreements, including memoranda of understanding and memoranda of agreement.

– *All Project Leads*



• Dual-Use Technology Development Partnerships:

Foster partnerships to facilitate development of technologies with dual-use aerospace and nonaerospace applications. Such partnerships meet product line and NASA enterprise needs while assisting U.S. industry with competitiveness through technological advancement.

• Technology Deployment Partnerships:

Provide strategic deployment opportunities to tailor NASA technologies for new applications serving diverse commercial sectors. Such partnerships afford opportunities to address important social needs such as national economic security interests, public safety, law enforcement issues, healthcare improvements, and humanitarian efforts.

Facilities Commercializations

Unique facilities are available to educational and commercial partners on a cost-reimbursement basis. Technology Transfer pursues new commercializations of these facilities through external partnership agreements that result in mutually beneficial arrangements for U.S. industry and the Center.

Examples include:

- National Center for Advanced Manufacturing (NCAM)
- Optics Laboratory
- Environmental Test Facility
- Antenna Test Range
- Friction Stir Welding Facilities
- Microgravity Development Laboratory.

– *All Project Leads*

Small Business Programs

Leverage America's entrepreneurial resources to stimulate innovation in the private sector and assist small businesses in meeting research and development goals, increase commercial

application of their research, and encourage participation of disadvantaged persons and women-owned businesses.

– **Helen Stinson (4-7239)**

- **Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs:**

Congressionally mandated programs seeking innovative concepts from industry that address NASA's program needs and offer commercial application potential. Technology Transfer personnel coordinate all solicitation and selection processes—Phase I and II projects—and foster development of Phase III commercializations.

– **Lynn Garrison (4-6719)**

- **Biztech:**

Provide support to North Alabama's first high-tech small business incubator that nurtures start-up companies until they are ready to stand on their own.

– **Vernotto McMillan (4-2615)**

- **Minority & Women-Owned Business (MOB/WOB) National Initiative:**

Support and facilitate federally mandated programs designed to provide assistance directly to minority-owned and women-owned technology-based companies.

– **Carolyn McMillan (4-9151)**

- **Small Business Technical Advisor:**

Technology Transfer provides support to the MSFC Procurement Directorate by technically assessing MSFC procurement solicitations and, when applicable, recommending small disadvantaged businesses be afforded the opportunity to perform the effort.

Technology Education Projects for Economic Development

Establish joint ventures for the mutual benefit of industry, academia, and MSFC.

– **All Project Leads**

Technology Transfer Outreach Projects and Strategic Alliances

Inform industry, academia, and the public about NASA's technology transfer and commercialization mission and the available mechanisms for working with MSFC. Partner with existing national, regional, state, and local technology transfer networks. Target industries with potential aerospace technology needs and partnership potential, and work with these organizations to enhance their technological capabilities. Additional public outreach efforts include publications in technology-based media, distribution of success stories, and personal visits and briefings.

– **All Project Leads**

Product Line Points of Contact

Space Transportation	Al Jordan
Next Generation Launch Technology & Orbital Space Plane	Helen Stinson
Microgravity Science/NSSTC	Benita Hayes
Engineering	Roger Parisa
Optics	Jim Dowdy





Internal Relations & Communications Department (CD40)

Steve Durham, Manager

Information Services Delivery/Intercom

Communicate information and items/issues of concern to all MSFC employees through the use of MSFC-produced media services—i.e., Marshall Star, Inside Marshall Web site, Marshall Daily Planet, electronic message boards, Inside Marshall Today, and Employee Television. Employees may e-mail activities, events, and news to intercom@msfc.nasa.gov.

– **Angela Storey (4-0632)**



MSFC History

Respond to requests for MSFC historical data from Center employees and nonmedia external customers. Collect and archive nonrecord historical data vital to MSFC. Record the history of the Center through published articles, chronologies, bibliographies, historical reports, and the MSFC history Web site.

– **Mike Wright (4-6840)**



Strategic Implementation Planning

Provide Centerwide communication, coordination, and facilitation of the MSFC Fiscal Year Implementation Plan. The Implementation Plan translates NASA enterprise strategies and annual performance goals into fiscal year actions and MSFC metrics.

– **Michael McLean (4-0397)**

Annual Performance Reporting

Provide Centerwide communication, coordination, and facilitation of the MSFC Fiscal Year Annual Report. The Annual Report satisfies the requirement to report annually on performance against goals, objectives, and metrics detailed in the Fiscal Year Implementation Plan.

– **Michael McLean (4-0397)**



Marshall Star

Weekly newspaper informing Center personnel of projects, news, etc. Also contains employee ads.

– **Jonathan Baggs (4-3749)**

Daily Planet

Daily one-page publication informing employees of upcoming Center events.

– **Jonathan Baggs (4-3749)**

Employee Television (ETV)

An internal television system broadcasting upcoming events, activities, and news to MSFC employees.

– **Janie Crawford (4-0514)**

Electronic Message Boards

Two electronic message boards at the Center that notify employees of upcoming special events, activities, and guests.

– **Janie Crawford (4-0514)**

Web Support

Responsible for dissemination of information to the MSFC community through various Web sites including Inside Marshall (intranet), MSFC public Web site, and Customer Satisfaction Web site.

– **Susan Eason (4-6771)**

All-Hands Meetings

Quarterly update of projects at the Center, chaired by the Center Director. Employees have the opportunity to address issues of concern and be provided answers. Any pertinent information is passed on to employees at that time.

– **Angela Storey (4-0632)**

Roundtable Communication

Foster communication synergy by facilitating and participating in Directorate-level roundtables established to help guide Directorates.

– **Mike Herston (4-0369)**

Heritage Gallery

A walk-in gallery in Building 4200 for employees and guests to view exhibits, photographs, video presentations, artwork, and other materials related to the history of MSFC.

– **Bob Jacques (4-1256)**

Center Overview Charts

Serve as technical monitor for MSFC overview charts maintained on Inside Marshall Web site. Center overview charts include information on MSFC programs and projects, budget data, strategic guidance, and Center roles and missions. Charts may be printed for use by Center management and personnel.

– **Janie Crawford (4-0514)**

Administrative Support

Duties include, but are not limited to, move coordination, timekeeping, new employee processing, key coordination, CAITS representative, safety coordination, record custodian, travel administration, and telecommunications coordination.

– **Euba Yeldell (4-1382)**

Center Special Events

Develop content and coordinate logistics support for Center-level special emphasis events—e.g., Annual Picnic, Holiday Reception, Open House and other special anniversary celebrations.

– **Angela Storey (4-0632)**

Center Director Speechwriting

Provide speechwriting, development, planning, and coaching for Center Director. Develop speech modules for key Center messages.

– **Sandra Williams (4-3756)**

Balanced Scorecard, Continual Improvement, & Customer Satisfaction Websites

Data repositories for documenting/reviewing Center progress relative to Center-level metrics, continual improvement, and customer satisfaction.

– **Michael McLean (4-0397)**





Government & Community Relations Department (CD50)

Shar Hendrick, Manager

Government Relations

Establish and maintain communication with executive and legislative branch officials at federal, state, and local government levels. Prepare responses to inquiries from U.S. Congress members relating to MSFC programs and activities.

– *Shar Hendrick (4-2030)*

External Outreach

Plan and implement outreach initiatives to inform external stakeholders about NASA and MSFC missions. Promote the Center's programs and activities to the external stakeholders through the operation of a comprehensive integrated approach.

– *Tracy Lamm (4-0238)*



Community Relations

Serve as liaison between MSFC and surrounding communities. Coordinates MSFC's activities with various civic organizations.

– *Rosa Kilpatrick (4-0042)*



Public Communications

Advise Center organizations about advocacy planning and outreach to support the Center's mission areas. Informs and educates external audiences about NASA's programs and technology utilizations.

– *Sherri Stroud (4-0329)*



Freedom of Information Act (FOIA) Requests

Respond to all general public, media, and contractor community requests for applicable government documents.

– *Judi Hollingsworth (4-1837)*

Public Inquiries

Respond to questions about NASA and MSFC programs and activities. The goal of the Public Inquiries Program is to use the excitement of space exploration to inspire the general public.

– *Judi Hollingsworth (4-1837)*

Combined Federal Campaign (CFC)

Provide ongoing support to program that gives employees the opportunity to contribute to various charities of their choice through payroll deduction or check.

– *Rosa Kilpatrick (4-0042)*

Speakers Bureau

Coordinate MSFC Speakers Bureau to build recognition and increase community awareness of MSFC and its programs.

Provide speakers for civic groups, professional organizations, and other designated groups. Coordinate logistics and maintain contact with the requesting organization throughout the engagement.

– *Marcia Cobun (4-1715)*

Exhibits

Identify and recommend opportunities for placement of MSFC exhibits and other similar products in the community. Maximize outreach opportunities by providing MSFC speakers to support exhibit activities.

– *Marcia Cobun (4-1715)*

MSFC-Supported Public Facilities

Ensure that the U.S. Space & Rocket Center functions properly as NASA Visitor Center. Serve as liaison to other public facilities to ensure MSFC is appropriately represented.

– *Shar Hendrick-acting (4-2030)*

Invitations

Respond to all invitations received by the Center Director's Office. Ensure that the Center is appropriately represented at all relevant events.

– *Marcia Cobun (4-1715)*

Center Director's Outreach Initiative

Coordinate logistics for Center Director's Strategic Outreach Initiative. Maximize effectiveness of Center Director in representing MSFC through speaking engagements and public appearances to targeted audiences.

– *Marcia Cobun (4-1715)*

Center Mementos Received

Accountable for mementos received on behalf of the Center and/or Center groups, including logging, tagging, displaying, and storing of mementos.

– *Judi Hollingsworth (4-1837)*

MSFC Retirees Association Support

Provide coordination and support to the MSFC Retirees Association, including hosting their annual meeting at the Center.

– *Judi Hollingsworth (4-1837)*

Database Support

Oversee a comprehensive database of elected officials and community leaders for external outreach activities.

– *Deborah Gigandet (4-8937)*

Administrative Support

– *Sharon Ford (4-5663)*





Education Programs Department (CD60)

Jim Pruitt, Manager

Management/Advisory Services

Respond to NASA education program offices Agencywide, Center and Headquarters Management, and the OMB to ensure that the department carries out its responsibilities effectively and that decisions are based on sound judgment and data that support NASA's strategic, implementation, and performance plans. Included functions are safety audits; budget planning and analysis; program integration, coordination, and reporting; and day-to-day office administrative operations.

—**Jim Pruitt (4-0213)**

Pre-College Education

Support K–12 educators and engage students through the use of NASA's inspiring missions, unique facilities, and specialized workforce. Programs include:

- Project LASER (Learning About Science, Engineering, and Research) Volunteer Database.
- Summer High School Apprenticeship Research Program (SHARP).
- Aerospace Education Services Program (AESP).
- Alabama Aerospace and Tennessee Space Weeks.
- NASA Explorer Schools.
- Educator Resource Center Network.
- NASA Student Involvement Program (NSIP).
- New Century Technology High School (NCTHS).
- Earth to Orbit (ETO) Engineering Design Challenge

—**Alicia Beam (4-2489)**

Higher Education

Involve the higher education community in NASA research and technology development. NASA-sponsored higher education programs include: NASA Faculty Fellowship Program (NFFP), Undergraduate Student Research Program

(USRP), Visiting Researcher Exchange and Outreach Program (VREO), National Research Council (NRC), Graduate Student Researchers Program (GSRP), and The Great Moonbuggy Race.

—**Dr. Shelia Nash-Stevenson (4-3453)**

Educational Technology

Design, develop, implement, and evaluate products and services that use technology to enhance the educational process for formal and informal education and lifelong learning. Products and services include multimedia presentations, electronic lesson guides for educators, instructional video programs, distance learning events, educational Web site content, and educational program assessment and evaluation. Serves as Center point of contact for Educator Astronaut Program.

—**Jeff Ehmen (4-6531)**

Education Alliances

Use NASA's unique assets to support all types of learning by collaborating with nonprofit education organizations, other government agencies, and business partners. Organizations include the North Alabama Science Center's SciQuest, U.S. Space & Rocket Center and the U.S. Teachers of the Year Program, Center for Educational and Biospheric Research at the Huntsville Madison County Botanical Garden, Challenger Centers and other hands-on learning centers within MSFC's six-state region, the Venturing Crew Program, Global Learning and Observations to Benefit the Environment, For Inspiration and Recognition of Science and Technology, and Linking Leaders state-based collaborative activities.

—**Tammy Rowan (4-8706)**



Media Relations Department (CD70)

Dom Amatore, Manager

News Releases

A timely, formal print, photo, or broadcast issuance to the news media explaining program/project milestones.

– **Jerry Berg (4-6540)**

Press Kits

A compilation of written, photo, and/or broadcast resource information distributed to the news media as a package on a specific subject, mission, or activity.

– **Jerry Berg (4-6540)**

Media Fact Sheets

Reference material on a specific topic to help the news media better understand programs and projects.

– **Jerry Berg (4-6540)**

Media Advisories

Short announcements on significant events or activities distributed to the news media.

– **Jerry Berg (4-6540)**

Media Audio/Visual Productions

Complete audio/visual productions that include a storyline and narration and are prepared specifically for the news media.

– **Dave Drachlis (4-6538)**

Video Files

A compilation of raw materials—on-camera responses to questions and supporting video and/or animation—distributed by satellite from which television news departments can put together a news story on a particular subject.

– **Dave Drachlis (4-6538)**

Live Television Interviews

Live interviews with MSFC personnel via satellite by television stations throughout the U.S.

– **Dave Drachlis (4-6538)**

Video/Animation B-Roll

Raw, unedited video or animation available to television stations or movie companies to supplement a news story or production.

– **Dave Drachlis (4-6538)**

Responses to Queries

Answers to specific questions from the news media—or anticipated questions and answers—coordinated with subject-matter experts.

– **Dom Amatore (4-6533)**

Press Conferences

A briefing—including a question and answer session—normally by a senior manager, on subject matter of interest to a large number of news media representatives.

– **Jerry Berg (4-6540)**

Status Reports

Reports written in journalistic style regarding the status of an ongoing mission or other activity and distributed periodically to the news media.

– **Jerry Berg (4-6540)**

Mission Commentary

Real-time play-by-play coverage of a mission and its activities provided from the control center to the news media via NASA Television.

– **Steve Roy (4-6535)**





Mission Television

Live minute-to-minute coverage via NASA Television of all aspects of a mission or flight operation.

– *Dave Drachlis (4-6538)*

Media Contingency Plans

Written procedures detailing appropriate actions to handle the news media's demand for and rights to information following a contingency.

– *Dom Amatore (4-6533)*



Daily and Weekly Reports

Written reports distributed to NASA/MSFC managers detailing the products produced and services provided by CD70 to its customers.

– *Betty Humphery (4-8992)*

Program Exhibits and Models

Exhibits and models designed and updated for program customers using a variety of audio/visual products and hardware to detail the messages of a program or project.

– *John Dumoulin (4-6541)*



Public Relations Advice

Advice and counsel to MSFC managers on matters pertaining to the news media and other publics.

– *Dom Amatore (4-6533)*



Media Interviews

Arrange and assist managers in preparation for news media interviews, including development of news media strategies.

– *Jerry Berg (4-6540)*

Media Visits

Arrange, orchestrate, and escort visits by news media representatives to MSFC.

– *Judy Pettus (4-8911)*

Media Materials

Gather, coordinate, and provide information in response to questions from the news media.

– *Jerry Berg (4-6540)*

News Clips and Metrics

Provide news clip service to MSFC managers, provide news media coverage analysis, and generate metrics on news media products and services.

– *Kim Newton (4-0371)*

Media Training

Arrange and conduct training for Center spokespersons on effectively dealing with the news media.

– *Judy Pettus (4-8911)*

News Centers

Establish and operate facilities to which news media may come and/or call to cover missions or events.

– *Jerry Berg (4-6540)*

Emergency Response Teams

Participate as member of the Center's emergency response team.

– *Dom Amatore (4-6533)*

Investigation Boards

Serve as public affairs advisor/member to contingency/accident investigation boards.

– *Dom Amatore (4-6533)*

Public Affairs Liaison

Serve as public affairs liaison with Headquarters Code P and other NASA centers.

– *Dom Amatore (4-6533)*

Internet Web site

Develop and operate electronic news center on the Internet.

– *Martin Jensen (4-2527)*

Minority Media Outreach

Create and conduct major news media outreach campaigns on minority subjects to mainstream and minority media.

– *Dave Drachlis (4-6538)*

Exhibit Operations

Communicate NASA information through effective operation of project/program/other customer displays and exhibits.

– *John Dumoulin (4-6541)*

Starship 2040

Manage nationwide operations of this traveling trailer exhibit.

– *Brandon Boone (4-3496)*

Institutional Exhibits

Manage Center and Huntsville-area exhibit operations.

– *Judy Pettus (4-8911)*

Shuttle Launch Support

Provide news media support at KSC news center for all Space Shuttle launches.

– *June Malone (4-7061)*

Headquarters Exhibits Operations

Operate national exhibits for enterprises or other customers at NASA Headquarters under memorandum of agreement.

– *John Dumoulin (4-6541)*

Television and Motion Pictures

Serve as interface with television and motion picture production companies requesting information about Center activities, programs and projects, or using Center facilities.

– *Judy Pettus (4-8911)*

Publishers and Authors

Provide information and assistance to publishers and authors.

– *Judy Pettus (4-8911)*

Federal Liaison

Provide liaison with other Federal agency public affairs offices with regard to joint activities.

– *Dom Amatore (4-6533)*

Center Mementos for Presentation

Support the Center Director's office by procuring and accounting for mementos presented by the Center Director or on his/her behalf.

– *John Dumoulin (4-6541)*



We are CaER...

Susan H. Washington
 Susan C. Cloud
 Alicia Kennedy
 Sandra W. Hall
 Christi Meadows
 Paulette Davy
 Chris Robinson
 Angie Lovelady
 Cory Brown
 Sheri Brown
 Cirk & Schuchman
 Travian D. Smith
 Filling L. Bouda
 Paul J.
 Gary Miller
 Paulette Smyth
 Laura Proce
 Pat Schmitz
 Brandy Carter
 Elaine Washington
 Ronald Mrs. Donald
 Jamie Mayers
 Vanessa Suggs
 Douglas H. Treman
 Geoffrey
 Jessica D. Gendle
 Judi A. Hollingsworth
 Dorcas B. Cohen
 Tracy Lamm
 Peter P. H. P.
 Biffie M. Liffie
 Dana M. Skaine

The Herald
 Jan H. Luman
 Sharon Ford
 Pam Krepetich
 Deborah G. Jankot
 Alicia E. Beam
 Jennifer Simmons
 Dawn Mercer
 Joel K. Hartman
 Julie Cift
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Wm. A. Cobb
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 Annie D. Matisak
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 Dona Hammond
 E. Gabriel Ydell
 Jackie Gentry
 Charles
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 Gene E. Sundeen
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 Eminie Brueschke
 Fred Wallace
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Lisa Martin
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 Sandra Kralch
 H. Metcalfe
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 Amanda Bryan
 Deborah G. and
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 Tracy M. Mahan
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 Sherie Super
 Beverly J. Threlkoff
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 Rachel Stewart
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 Mark L. Linn
 Ronald L. Howell
 Patsy Howell
 Gary A. Humphrey
 Candice ~~Stinson~~
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 Fred J. Turner
 Linzy Martin

Jerry Berg
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